

A BROWSER REWIND AND REPLAY FEATURE  
FOR TRANSIENT MESSAGES WHEREIN THE MESSAGES  
ARE STORED AUTOMATICALLY WHEN THEY ARE INITIALLY RENDERED  
5 AND REPLAYED WHEN SELECTED

ABSTRACT OF THE DISCLOSURE

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A system, method and program of the invention enables a user to view, at a later time, transitory messages , e.g., advertisements, that the user may have previously missed.

15 The multimedia objects containing the messages are stored automatically without user action when the multimedia object is rendered at the client. In response to a user action, a list of the stored multimedia objects are displayed to the user along with selectable controls for rewinding and

20 replaying the list of stored multimedia objects. The user may select each multimedia object from the list one at a time for replaying, or the user can use the selectable controls to replay or rewind a succession of the stored multimedia objects. The multimedia objects may include an

25 animated GIF multimedia object, a moving picture type multimedia object, a vector graphic multimedia object, and a static image multimedia object.

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